

ABSTRACT

Laundry product compositions containing a stable mixture of at least one water insoluble fabric care benefit agent and at least one delivery enhancing agent that is preferably a dispersible polyolefin, polymer latex, or mixture thereof. Detergent laundry product compositions containing from about 1% to about 80%, by weight of the composition, of a detergative surfactant that is an anionic surfactant, cationic surfactant, nonionic surfactant, amphoteric surfactant, zwitterionic surfactant, or a mixture thereof; from about 0.1% to about 10%, by weight of the composition, of a water insoluble fabric care benefit agent; from about 0.01% to about 5%, by weight of the composition, of a delivery enhancing agent; and wherein the ratio of the delivery enhancing agent to the fabric care benefit agent is from about 1:50 to about 1:1.